



Eu'Vend & coffeena  
Cologne, 8th–10th September 2011



FAX REPLY +49 221 821-2866

## Registering as a SPONSOR for Eu'Vend & coffeena 2011

Koelnmesse GmbH  
Frau Stephanie Sobola  
Postfach 210760  
50532 Köln  
Deutschland

Koelnmesse GmbH  
Postfach 210760  
50532 Köln  
Germany  
Tel. +49 221 821-2319  
Fax +49 221 821-2866  
s.sobola@koelnmesse.de

### Our company would like to support Eu'Vend & coffeena 2011 as a sponsor.

We would like to order the following sponsorship package:

- |   |                  |
|---|------------------|
| <input type="radio"/> Eu'Vend Newsletter Sponsorship                                  | €500.00          |
| <input type="radio"/> coffeena Newsletter Sponsorship                                 | €500.00          |
| <input type="radio"/> Prominent display on the hall plan                              | €750.00          |
| <input type="radio"/> Sponsorship of the trade fair guide (4c advertisement U2 or U3) | €750.00          |
| <input type="radio"/> Sponsorship of the trade fair guide (4c advertisement U4)       | €1,500.00        |
| <input type="radio"/> Floor graphics  | €950.00          |
| <input type="radio"/> Giveaways — apples  | €3,900.00        |
| <input type="radio"/> Speakers' Corner  |                  |
| <input type="radio"/> Number of slots _____   | €250.00 per slot |
| <input type="radio"/> Logo presentation   | €100.00          |
| <input type="radio"/> Premium package   | €3,700.00        |

Company

Contact person

Customer number

Address

City, postcode

Country

Tel.\*

Fax\*

e-mail\*

Place, date

Legally binding signature/sponsor's stamp

By filling out, signing and returning the form, I affirm that I recognize the General Conditions of Participation, which are printed on the reverse of this form, as binding.

By filling out one of the aforementioned fields, I affirm that I accept the fact that the information on this form will be stored automatically by Koelnmesse GmbH in accordance with the stipulations of the Bundesdatenschutzgesetz (Federal Data Protection Act) of the Federal Republic of Germany, and will be passed on to third parties within the framework of the contractual obligations. Persons who do not wish their data to be used for advertising purposes can forbid this procedure at any time.

\*Optional information

## General Conditions of Participation

1. This contract goes into force as soon as Koelnmesse GmbH affirms receipt of the registration forms, and it applies exclusively to the Eu'Vend & coffeena trade fairs taking place from 8th to 10th September 2011.

2. The contract is concluded at the end of Eu'Vend/coffeena 2011, at the latest with the final settlement of payment for the aforementioned measures, without the need for notice of termination. The sponsor has the right to notify Koelnmesse of an ordinary termination of the contract until 1st July 2011 — date of receipt by Koelnmesse — if Koelnmesse has not yet entered into any contractual obligations on the basis of this contract. In this case, Koelnmesse is authorised to charge a flat-rate fee of €2,500 to cover the costs incurred. A notice of termination received by Koelnmesse after 1st July 2011 is excluded, subject to legal regulations. This does not affect the right to an extraordinary termination of the contract for good reason. The contract must be terminated in writing.

3. The printable logo template (in EPS format) and a description of the company (in English and German) must be made available to Koelnmesse by 1st July 2011 — date of receipt by Koelnmesse. The related services can be provided only if the files are submitted to Koelnmesse in good time.

4. Advertising of the following nature is prohibited: advertising that violates legal regulations or could do so; advertising of a party-political nature, especially election campaign advertising; advertising whose content or appearance is contrary to accepted principles of morality; advertising for nicotine, alcohol and other addictive substances.

5. Koelnmesse assumes no liability for advertising success.

6. No claims may be made against Koelnmesse for compensation for damage due to breach of duty not related to Koelnmesse's basic contractual obligations, unless the damage was caused intentionally or was due to gross negligence by Koelnmesse and/or its assistants or vicarious agents. This limitation of liability does not apply insofar as Koelnmesse has strict liability under statutory regulations for harm to life, physical injury or harm to health as a consequence of negligence or intent. Koelnmesse is not liable for the loss or damage of items that are brought onto the exhibition grounds by the sponsor, its subcontractors, assistants or vicarious agents, visitors or other third parties.

Neither does Koelnmesse assume liability for any loss or damage to the supplied advertising materials insofar as the loss/damage is not the result of gross negligence or wilful intent. In addition, Koelnmesse is not liable for any damage caused by force majeure.

7. The sponsor guarantees that its services do not infringe any property rights or other rights of third parties. Should Koelnmesse be subjected to claims from third parties on the grounds that their rights have been infringed by the sponsor or by services performed by the sponsor, the sponsor shall release Koelnmesse from all such claims.

8. Value added tax will be added to all prices quoted here.

9. Invoices sent by Koelnmesse are payable immediately upon receipt insofar as no other arrangement is specified on the invoice form.

10. In accordance with the stipulations of the German Federal Data Protection Act, Koelnmesse will automatically save the sponsor's details and transmit the information to third parties for advertising purposes and when necessary to fulfil the terms of the contract.

11. Alterations and supplements to this contract as well as collateral agreements must be made in writing to be valid. This shall also apply to the annulment of this written-form clause. Collateral agreements have not been made.

12. The place of performance and court of jurisdiction is Cologne. The aforementioned stipulations are subject exclusively to the laws of the Federal Republic of Germany.



Sponsoring opportunities for  
Eu'Vend & Coffeena 2011  
MAKE THE MOST OF IT!





Sponsoring  
\_excellent opportunities for you!

Maximise your presence before and during the fair

- Place your company in the foreground
- Use the full spectrum of options available to reach the highly qualified target group of the international vending industry

Enhance your profile

- Improve your market position
- Increase awareness of your company

Address new customers

- Increase the quality of your contacts
- Find new partners and develop new relationships
- Address active press representatives and top buyers



## Eu'Vend & Coffeena 2011

- Eu'Vend is the most important vending trade fair in Europe in 2011
  - Coffeena is the most important coffee trade fair in 2011
  - Over 250 exhibitors from 20 countries are expected
  - Over 6,000 exhibitors from over 60 countries will attend Eu'Vend & Coffeena 2011
  - Trade visitors only
  - Meeting point for the most important operators and HoReCa buyers from Germany and abroad
  - A ground-breaking trend forum for the vending and coffee industry of tomorrow
- è The most important trade and communication platform for the national and international vending and coffee industry



# Sponsor packages



Logo on e-ticket  
\_presence in the foreground!

### Sponsoring of the Eu'Vend Newsletter

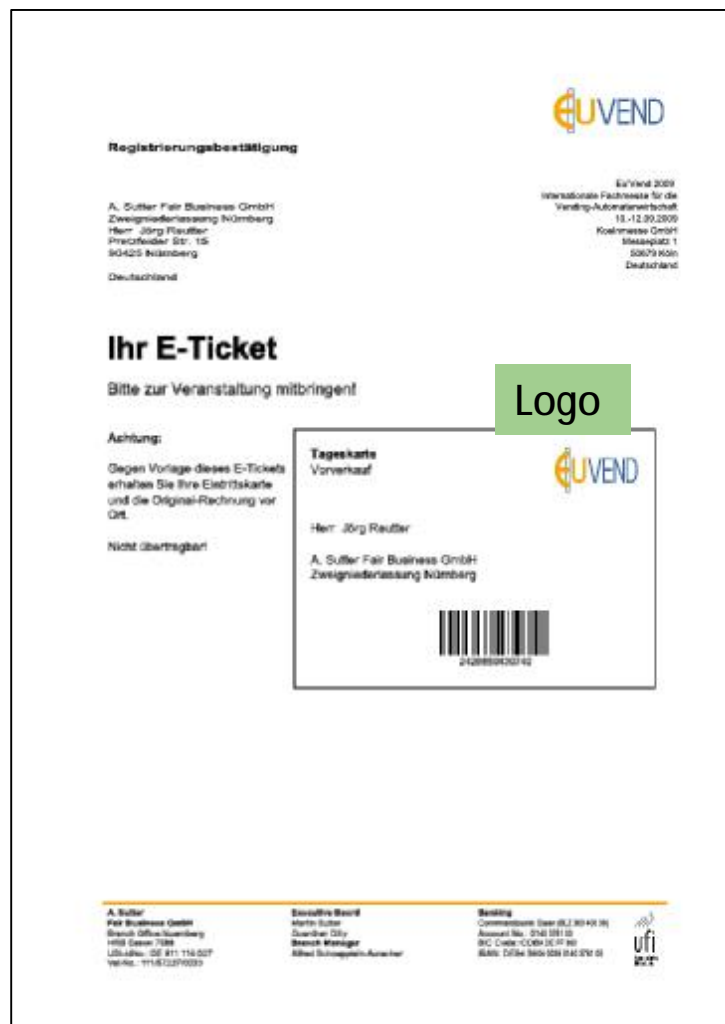
- Visitors have the possibility of securing a free e-ticket on the internet. The ticket is sent to them via email in A4 format to be printed. They can then redeem their name badge on location on presentation of the print-out.
- Your logo on the e-ticket guarantees you exclusive awareness amongst your target group.

### Price

- Maximum one sponsorship allowed
  - €2,000 [not including VAT]



Logo on e-ticket  
\_presence in the foreground!



Example



Sponsoring newsletter  
\_presence in the foreground!

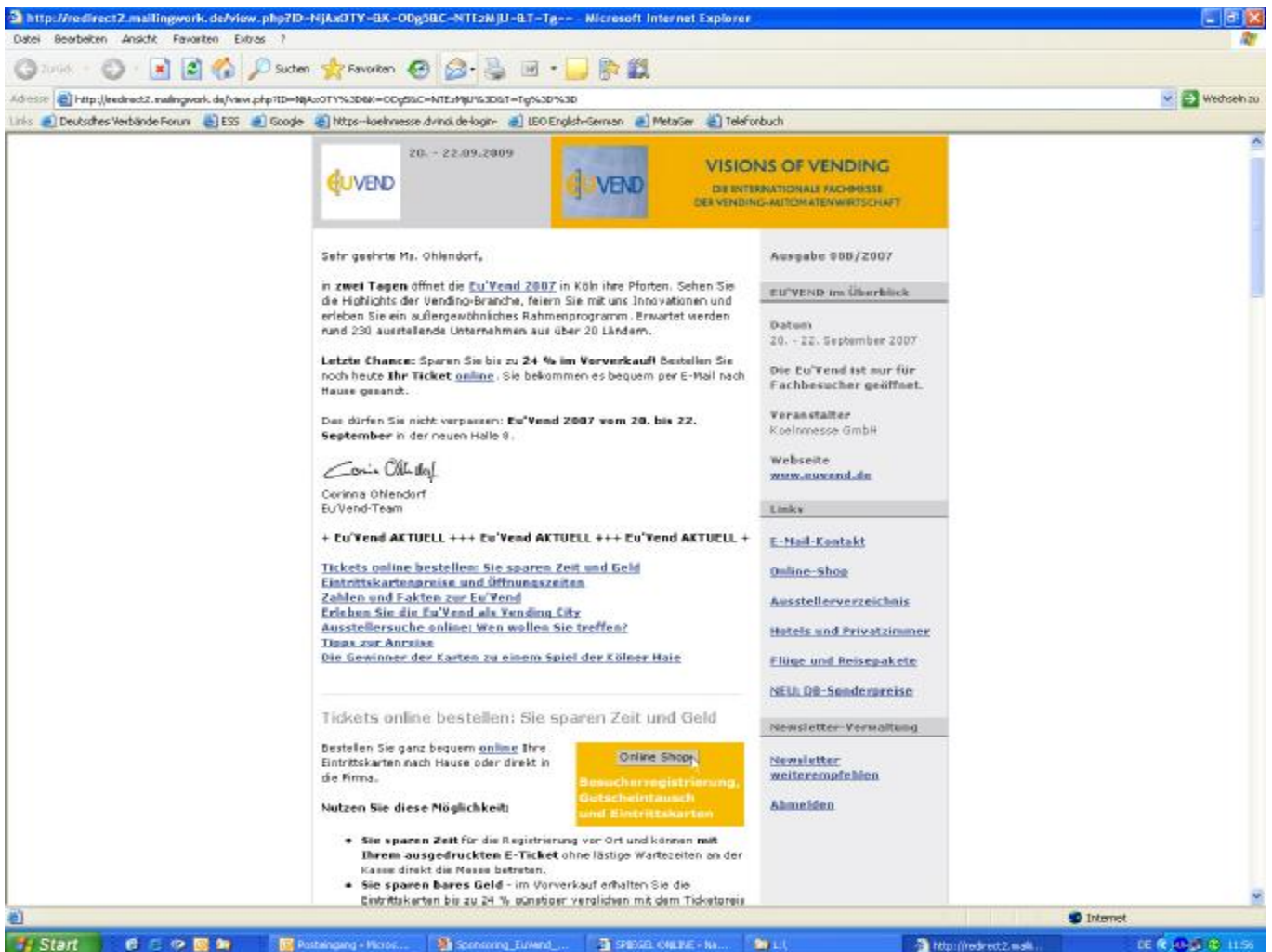
- Inclusion of the logo in either the Eu'Vend or Coffeena newsletter
- Starting in March 2011, they will be sent at least once a month to over 5,000 potential visitors of the two trade fairs.

## Price

- Maximum of four sponsors possible
  - €500 [not including VAT]



## Sponsoring newsletter \_presence in the foreground!



20. - 22.09.2009

**VISIONS OF VENDING**  
DIE INTERNATIONALE FACHMESSE  
DER VENDING-AUTOMATENWIRTSCHAFT

Sehr geehrte Ms. Ohlendorf,

in **zwei Tagen** öffnet die **Eu'Vend 2007** in Köln ihre Pforten. Sehen Sie die Highlights der Vending-Branche, feiern Sie mit uns Innovationen und erleben Sie ein außergewöhnliches Rahmenprogramm. Erwartet werden rund 230 ausstellende Unternehmen aus über 20 Ländern.

**Letzte Chance:** Sparen Sie bis zu **24 % im Vorverkauf!** Bestellen Sie noch heute **Ihr Ticket online**. Sie bekommen es bequem per E-Mail nach Hause gesandt.

Das dürfen Sie nicht verpassen: **Eu'Vend 2007 vom 20. bis 22. September** in der neuen Halle 9.

*Corinna Ohlendorf*  
Corinna Ohlendorf  
Eu'Vend-Team

+ **Eu'Vend AKTUELL +++ Eu'Vend AKTUELL +++ Eu'Vend AKTUELL +**

**Tickets online bestellen: Sie sparen Zeit und Geld**  
[Eintrittskartenpreise und Öffnungszeiten](#)  
[Zahlen und Fakten zur Eu'Vend](#)  
[Erleben Sie die Eu'Vend als Vending City](#)  
[Ausstellersuche online: Wen wollen Sie treffen?](#)  
[Times zur Anreise](#)  
[Die Gewinner der Karten zu einem Spiel der Kölner Haie](#)

**Tickets online bestellen: Sie sparen Zeit und Geld**

Bestellen Sie ganz bequem **online** Ihre Eintrittskarten nach Hause oder direkt in die Firma.

**Nutzen Sie diese Möglichkeit:**

- Sie **sparen Zeit** für die Registrierung vor Ort und können mit **Ihrem ausgedruckten E-Ticket** ohne lästige Wartezeiten an der Kasse direkt die Messe betreten.
- Sie **sparen bares Geld** - im Vorverkauf erhalten Sie die Eintrittskarten bis zu 24 %, zusätzlich verbunden mit dem Ticketpreis

**Online Shop**  
Besucherregistrierung,  
Gutscheintausch  
und Eintrittskarten

**Ausgabe 008/2007**

**EU'VEND im Überblick**

**Datum**  
20. - 22. September 2007

**Die Eu'Vend ist nur für Fachbesucher geöffnet.**

**Veranstalter**  
Koelnmesse GmbH

**Webseite**  
[www.euvend.de](http://www.euvend.de)

**Links**

**E-Mail-Kontakt**

**Online-Shop**

**Ausstellerverzeichnis**

**Hotels und Privatzimmer**

**Flüge und Reiseangebote**

**NEU: DB-Sonderpreise**

**Newsletter-Verwaltung**

**Newsletter weiterempfehlen**

**Abmelden**



Highlighted in the hall plan  
\_presence on location"

## Sponsoring - your advertising opportunity

- The sponsor's logo will be displayed on all hall plans in the Eu'Vend & Coffeena trade fairs

## Price

- €750 [not including VAT]



Highlighted in the hall plan  
\_presence on location"

Sponsor logo

koelnmesse  
Halle 8 / Hall 8





Sponsoring in the trade fair guide  
\_would you like anything else?

### Sponsoring - your advertising opportunity

- The trade fair guide is available for free from all info stands during the trade fair and provides orientation for visitors
- 8,000 copies will be produced

### Price

- |   |          |
|---|----------|
| - Advert on the inside [1/1, 4 colour]    | €750 *   |
| - Advert on the cover U4, [1/1, 4 colour] | €1,500 * |



Sponsoring in the trade fair guide  
\_would you like anything else?



Advert U2, U3 or U4



## Floor graphics

\_greet your customers straight away in the entrance area!

### Sponsoring - your advertising opportunity

- Be present in the entrance area or important strategic waypoints with your company logo
- This way, you will be the first to welcome your (potential) customers in the entrance area!

### Price

- 5 floor graphics on the course: €950



Example: Kind + Jugend



### Give Aways \_apples with your logo

#### Sponsoring - your advertising opportunity

- Be present with your logo on crisp apples that are offered to guests in the entrance area
- Present yourself to established manufacturers and welcome your (potential) customers with this healthy greeting

#### Price

- 2,000 logo apples €3,900
- apples are given out between 9 a.m. and 11 a.m. in the entrance, plus an additional supply of 150 apples at your stand each day

Example: Kind + Jugend





## Speakers' Corner

–

### Sponsoring - your advertising opportunity

- You have the option of presenting your product innovations in a 30 minute presentation (20 minute presentation, 10 minute discussion) on our presentation stage in Hall 8
- Additional logo presence possible in the stage area
- Mention in press release, newsletter and on the accompanying events website (incl. logo presence & link to your company website)

### Price

- |  |        |
|--|--------|
| – per time slot (30 minutes)                 | €250 * |
| – additional logo presence in the stage area | €100   |



## PREMIUM PACKAGE

### Your advertising options with the PREMIUM PACKAGE

- an advertisement on the cover of the trade fair guide (price: €1,500)
- Logo presence in the hall plan (price: €750)
- Logo presence on the e-ticket (price: €2,000)
- Office at no extra charge (not bookable separately)
- Mention in press release (not bookable separately)
- Quote as testimonial in final event report (not available separately)

### Price

- Full package €3,700
- Savings amounting to €550 compared to separate bookings, plus numerous additional services that cannot be otherwise reserved



# Overview

## Prices & Offers



Sponsoring  
\_select from a wide array of services!

Sponsoring the e-ticket

» Inclusion of your logo on the e-ticket

Price: €2,000 \*

Sponsoring the monthly Eu'Vend visitor newsletter

» Inclusion of your logo in the newsletter

Price: €500 \*

Sponsoring the monthly Coffeena visitor newsletter

» Inclusion of your logo in the newsletter

Price: €500 \*

Highlighted in the hall plan

Logo presence on the hall plans

Price: €750 \*

Sponsoring the trade fair guide

» Advert on the inside [1/1, 4 colour]

Price: €750 \*

» Advert on the cover U4, [1/1, 4 colour]

Price: €1,500 \*

\* Prices do not include VAT



## Sponsoring

\_select from a wide array of services!

### Floor graphics

» 5 floor graphics in the entrance area

Price: €950 \*

### Give aways - Apples

» 2,000 apples with your logo

Price: €3,900 \*

### Speakers' Corner

» 30 minute presentation

» Mention and logo in press release, newsletter, website

Price: €250 \*

» additional logo in stage area

Price: €100 \*

### Premium package

» Advert on the cover of the trade fair guide, [1/1, 4 colour]

» Logo presence in hall plan

» Logo presence on the e-ticket

» Mention in the press release

» Testimonial in final event report

» Office at no extra cost

Price: €3,700 \*



## How to get in touch:



Stephanie Sobola  
Event manager  
Tel.: +49(0)221-821-2319  
Fax: +49 (0)221-821-2866  
Email: [s.sobola@koelnmesse.de](mailto:s.sobola@koelnmesse.de)